

Message Text

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PAGE 01 PANAMA 02117 311511Z
ACTION ARA-14

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TO USIA WASHDC
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UNCLAS PANAMA 2117

USIAC

FOR: ICS/X; ILA

EO 11652: N/A
SUBJECT: "IT'S NEW" EXHIBIT - XXIII DAVID INTERNATIONAL FAIR

1. THE AGENCY'S "IT'S NEW" EXHIBIT WON FIRST PRIZE FOR THE BEST ENTRY BY A FOREIGN COUNTRY AT THE XXIII DAVID INTERNATIONAL FAIR HELD IN THAT PANAMANIAN CITY MARCH 10 THROUGH 19.
2. THE FAIR, WHICH IS PART OF AN ANNUAL REGIONAL FESTIVAL WAS HEAVILY ATTENDED BY PEOPLE FROM THE REGION, AS WELL AS FROM NEIGHBORING COSTA RICA AND OTHER CENTRAL AMERICAN COUNTRIES. TOTAL ESTIMATED ATTENDANCE WAS 250,000 OF WHICH WELL OVER ONE THIRD PASSED THROUGH THE CENTRAL PAVILLION HOUSING THE US EXHIBIT.
3. THE FAIR AND THE US EXHIBIT WERE ALSO VISITED BY A LARGE NUMBER OF HIGH PANAMANIAN GOVERNMENT OFFICIALS, INCLUDING CHIEF OF GOVERNMENT OMAR TORRIJOS WHO SHOWED PARTICULAR INTEREST IN THE DISPLAY ON TELEPHONES.
4. SATURDAY MARCH 18 WAS DESIGNATED USA DAY, AND AMBASSADOR WILLIAM JORDEN VISITED DAVID AND THE INTERNATIONAL FAIR. IN AN IMPRESSIVE FLAG-RAISING CEREMONY AT WHICH THE 79TH US
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- ARMY BAND FROM US FORCES SOUTHERN COMMAND IN THE CANAL ZONE PLAYED THE NATIONAL ANTHEM, THE AMBASSADOR, REPLYING TO WELCOMING REMARKS BY FAIR OFFICIALS, STRESSED THE VALUE OF CULTURAL AND EDUCATIONAL EXCHANGES AS A CORNERSTONE OF GOOD RELATIONS BETWEEN NATIONS OF THE WORLD.
5. THE ARMY BAND WAS ONE OF THE MAIN ATTRACTIONS OF

THE FAIR, AND GAVE TWO ADDITIONAL PERFORMANCES, CONSISTING OF CONCERT MUSIC AND JAZZ.

6. CHIRIQUI PROVINCE GOVERNOR ALFREDO MACHARAVIAYA ACTED AS THE AMBASSADOR'S HOST, VISITED THE US EXHIBIT WITH HIM, AND AT THE CEREMONY PRESENTING THE PRIZE ADDED HIS PRAISE AND APPRECIATION FOR US PARTICIPATION IN THE FAIR.

7. THE NUMEROUS ARRANGEMENTS AND ADMINISTRATIVE DETAILS INVOLVED WITH FIELDING A LARGE EXHIBIT IN A PROVINCIAL CITY PROCEEDED SMOOTHLY AND NO MAJOR PROBLEMS WERE ENCOUNTERED. PROJECT OFFICER FOR THE EXHIBIT WAS CAO DOUGLAS A. ELLEBY. ARRANGEMENTS FOR THE AMBASSADOR'S VISIT WERE MADE BY AIO SUSAN CLYDE.

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